



RECEIVE THIS **FREE** PUSH-BUTTON PHONE AND GET NEWSWEEK AT HALF PRICE

Dear Friend:

There are a number of good reasons why Newsweek is offering you this free push-button phone...

- * You'll cut your phone bill by as much as \$40.00 a year when you own your own telephone!
- * Although expensive, a phone is a logical, attractive gift for an introductory offer. A phone keeps you in touch, just as Newsweek does every week -- with the arts, sports, science, world news...and everything else that really matters...
- * We believe that you are really interested in things that matter which is why we're also asking you to try Newsweek for a full year...at HALF PRICE.

That's right. Half Price.

You pay only 75¢ an issue, our low basic rate, when you accept this offer. That's a full 50% off the \$1.50 cover price.

So what's the hidden reason? What's the gimmick?

The answer: Newsweek is habit-forming.

After you've tried it for a couple of months, you'll never quite feel the same again. You'll get used to reading the opinions of pacesetters like Milton Friedman, Jane Bryant Quinn, George Will and Pete Axthelm.

You'll get accustomed to Newsweek's insights and perspective on events, and we have confidence that Newsweek will retain you as a subscriber long after this introductory offer expires.

Here's a small sampling of what I mean:

"THE TARGET IS DESTROYED". How do these words, spoken by the Russian pilot who shot down KAL Flight 007, affect U.S. and world relations with the Soviet Union? How seriously have disarmament negotiations been damaged?

THE MYTHS OF MIDDLE AGE. A profound insight into the American subconscious. How do relationships between men and women change after 40? And how does our self-perception also change?

DO WE HAVE A NEW RONALD REAGAN? How has the presidency changed Reagan? Has it softened his outlook? How will it affect his future policy?

HOW THE BRAIN WORKS. Can certain vitamins improve memory? And do special areas of the brain control specific functions? What about the concept of left-brained and right-brained people. Does it really matter?

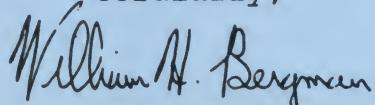
These are just a few of the articles from recent issues. There are a lot more...

- Can vitamin A help reduce cancer?
- Can a movie help make a president?
- America's billion-dollar marijuana crop.
- Olympic countdown: What it takes to win.
- How is violent crime changing our lives?
- Is the recession really over?

Enjoy articles like these and numerous other features at our low basic subscription rate and receive your money-saving push-button phone, FREE, upon payment for your subscription. I urge you to mail back the enclosed reply card today.

Thank you!

Cordially,



William H. Bergman
Director of Circulation